



# UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office  
Address: COMMISSIONER FOR PATENTS  
P.O. Box 1450  
Alexandria, Virginia 22313-1450  
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/558,924	04/26/2000	John Albert Kembel	10351-0005	1659

43785 7590 07/18/2006

JONATHAN A. SMALL  
JAS IP CONSULTING  
343 SECOND STREET  
SUITE F  
LOS ALTOS, CA 94022

EXAMINER

AVELLINO, JOSEPH E

ART UNIT	PAPER NUMBER
----------	--------------

2143

DATE MAILED: 07/18/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

## Office Action Summary

**Application No.**

09/558,924

**Applicant(s)**

KEMBEL ET AL.

**Examiner**

Joseph E. Avellino

**Art Unit**

2143

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) ☒ Responsive to communication(s) filed on 03 February 2006.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) ☒ Claim(s) 21,22 and 43-49 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 21-22,43-49 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
- ☐ Certified copies of the priority documents have been received.
  - ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  - ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

- ☒ Notice of References Cited (PTO-892)
- ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- ☐ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)  
Paper No(s)/Mail Date \_\_\_\_\_
- ☐ Interview Summary (PTO-413)  
Paper No(s)/Mail Date. \_\_\_\_\_
- ☐ Notice of Informal Patent Application (PTO-152)
- ☐ Other: \_\_\_\_\_

### **DETAILED ACTION**

1. Claims 21-29, 34-37, 41-42 are presented for examination; claims 21 and 34 independent. The Office acknowledges the addition of claims 41 and 42.

### ***Claim Rejections - 35 USC § 103***

2. The text of those sections of Title 35, U.S. Code not included in this action can be found in a prior Office action.

Claims 21, 22, and 43-49 are rejected under 35 U.S.C. 103(a) as being unpatentable over Furst (USPN 6,297,819) in view of Himmel et al. (USPN 6,275,854) (hereinafter Himmel) in view of Merriman et al. (USPN 5,948,061) (hereinafter Merriman) in view of Cooper et al. (USPN 6,662,341) (hereinafter Cooper).

3. Referring to claim 21, Furst discloses a method of tracking distributed content within a computer network which is displayed on a computer device comprising:

displaying first addressed content in a first frame having a format and controls which are specific to the first addressed content, the first frame and first addressed content is at least in part outside of a window of a web browser program, and further wherein the first addressed content comprises at least a portion of a definition of the first frame (i.e. the edge of the free-form graphic as shown in the icons 502-506 in Figure 5 can be construed as the first frame and anything contained within that frame is

considered the first addressed content, since it is inherent that any content has an address) (col. 8, lines 38-45).

displaying second addressed content in a second frame having a format and controls which are specific to the first addressed content, the second frame and second addressed content is at least in part outside of a window of a web browser program, and further wherein the first addressed content comprises at least a portion of a definition of the first frame (i.e. at least two icons 502-506 are shown) (col. 8, lines 38-45).

Furst does not disclose recording starting times and ending times for time periods during which the first addressed content and the second addressed content were displayed on said computing device, in analogous art, Himmel discloses another method of tracking distributed content which discloses recording information (i.e. viewable intervals) that includes starting times and ending times for time periods (an inherent feature, otherwise it would be able to be determined when the advertisements were displayed on the computing device, since even a timer with a starting time of zero and an ending time of x still records a starting time of zero and an ending time of x) during which the first addressed content and the second addressed content were displayed on said computing device (done by the Javascripts associated with each advertisements (col. 8, line 42 to col. 9, line 15). It would have been obvious to one of ordinary skill in the art to combine the teaching of Himmel with Furst in order to provide information to the third-party tool administrators information regarding which tools are open with what other tools, resulting in more demographic information which to be used in order to tailor personalized services for that particular individual.

Furst-Himmel does not specifically disclose deriving whether the first and second advertisements were displayed during overlapping time periods. In analogous art, Merriman discloses another method of tracking distributed content within a computer network which discloses deriving, using recorded information, whether said first addressed content (i.e. the advertisement) and said second addressed content (i.e. the page) were displayed on said computing device during overlapping time periods (Figure 3B discloses an advertisement entry which discloses which webpages the advertisement has been viewed on "PAGES ADS SEEN ON" which inherently discloses that both the ad and the webpage were simultaneously displayed).

It would have been obvious to one of ordinary skill in the art to combine the teaching of Merriman with Himmel and Furst in order to utilize the viewable display information of Himmel to compile this information that can be used for targeting advertising as supported by Merriman (col. 2, lines 40-45).

Furst-Himmel-Merriman do not specifically disclose that the frames are rendered independently from a Web Browser program. In analogous art, Cooper discloses another computer web browser program which discloses displaying content in a first frame which is rendered independently from a web browser program ("creating a main window independent of the browser, and rendering the HTML in the main window") (e.g. abstract). It would have been obvious to one of ordinary skill in the art to combine Cooper with Furst-Himmel-Merriman in order for the applications (i.e. tools) of Furst to be able to define their own user interface elements and to run as trusted code on the

system outside of the security model imposed by the web browser as supported by Cooper (col. 1, lines 20-27).

4. Referring to claim 22, Himmel discloses the invention substantively as described in claim 21. Himmel further discloses recording additional information related to user activity during the time period during which said first addressed content was displayed on said computing device (col. 10, lines 10-17 "and any other additional information required"); and

correlating, using said recorded information the first addressed content that was displayed on said computing device with user activity on said computing device (an inherent feature, since this information was stored with the visible time and URL of the page and the cookie name which inherently includes the advertisements name since each advertisement has its own cookie) (col. 9, lines 10-15; col. 10, lines 10-20).

5. Referring to claim 43, Furst in view of Himmel in view of Merriman disclose the invention substantively as described in claim 21, however do not disclose determining the length of time the first and second content were displayed simultaneously, however these values would be able to calculate these values based on the timestamps provided by the timing manager. One of ordinary skill in the art at the time the invention was made would find it obvious to determine the length of time the user had both applications open at the same time in order to determine what a client actually utilizes these tools for.

6. Referring to claims 44-48, Himmel discloses the first and second addressed content is provided from a first and second content provider which has an address and recording this information (i.e. in the cookie file) (col. 9, lines 1-15). Furthermore it is well known in the art to provide timestamps (i.e. date and times) for when content is accessed, thereby providing accurate logging mechanisms. Furthermore, both Himmel and Furst discloses multiple advertisements/tools which would provide one of ordinary skill in the art the rationale to provide the steps to a third addressed content.

7. Claim 49 is rejected for similar reasons as stated above.

### ***Response to Amendment***

8. Applicant's art arguments dated June 9, 2006 have been fully considered but are moot in view of the new grounds of rejection.

9. Applicant further argues, in substance, that, (1) claims 21, 22, and 43-49 recite a useful, concrete, and tangible result.

10. As to point (1) Applicant is incorrect. Even though Applicant has recited intermediate steps which are possibly statutory (i.e. the displaying steps and the recording steps), the **final result** (i.e. the derivation) is not statutory. This information has not been applied or has even been made available to any other entity. The

difference between the claimed invention and Applicant's citation of AT&T Corp. V. Excel, is that the algorithm produces a useful result which is actually *used* (i.e. determine the billing amounts). The determination of overlapping display times has no practical application in the claim and is not made available to any other entity. As such the rejection is maintained.

### ***Conclusion***

11. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

12. Applicant employs broad language, which includes the use of word, and phrases, which have broad meanings in the art. In addition, Applicant has not argued any narrower interpretation of the claim language, nor amended the claims significantly enough to construe a narrower meaning to the limitations. As the claims breadth allows multiple interpretations and meanings, which are broader than Applicant's disclosure, the Examiner is forced to interpret the claim limitations as broadly and as reasonably possible, in determining patentability of the disclosed invention. Although the claims are interpreted in light of the specification, limitations from the specification are not read into the claims. See *In re Van Geuns*, 988 F.2d 1181, 26 USPQ2d 1057 (Fed. Cir.1993). Failure for Applicant to significantly narrow definition/scope of the claims and supply arguments commensurate in scope with the claims implies the Applicant intends broad interpretation be given to the claims. The Examiner has interpreted the claims with

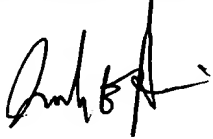


scope parallel to the Applicant in the response, and reiterates the need for the Applicant to more clearly and distinctly, define the claimed invention.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Joseph E. Avellino whose telephone number is (571) 272-3905. The examiner can normally be reached on Monday-Friday 7:00-4:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, David A. Wiley can be reached on (571) 272-3923. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).



Joseph E. Avellino, Examiner  
July 10, 2006